

SOUTH FLORIDA WATER MANAGEMENT DISTRICT WATER CONSERVATION PROGRAM DEVELOPMENT

Stakeholder Meeting #1

December 17, 2007

District Headquarters, West Palm Beach, Florida

REPORT OF PROCEEDINGS

STAKEHOLDERS IN ATTENDANCE

WELCOME

Carol Wehle, Executive Director of the South Florida Water Management District (SFWMD), welcomed stakeholder members and thanked them for their continued interest and support of this effort to formulate a long term water conservation plan.

Ms. Wehle turned the meeting over to the facilitator, Janice M. Fleischer, J.D.

AGENDA REVIEW/GUIDELINES/ANNOUNCEMENTS

The Facilitator reviewed the Agenda for the day (**Exhibit A**) and the meeting objectives:

- Stakeholder's get to know one another better
- Information on District rules, regulations, limitations
- Information on Florida Sunshine Law requirements
- Identifying the strengths, weaknesses, opportunities and threats to a long term conservation plan/program
- Identifying Core Values
- Developing a Water Conservation Vision for 2020
- Identify Issues surrounding water conservation
- Identify Goal groupings

Ms. Fleischer directed everyone's attention to the Meeting Guidelines (**Exhibit B**) and the Public Comment Guidelines (**Exhibit C**). She explained comments from both observers and members can be made in several ways. Oral comment will be taken during public comment periods at every meeting. Additionally, anyone wishing to have their comments included in the Reports of Proceedings which are prepared by the Facilitator may fill in a "comment card" and hand it in at any point in the meeting. Those written comments will be included in the Report. Members, too, have the ability to have their additional comments recorded in this manner. Anyone filling in a comment card has the option of having their comments remain confidential by not indicating their name; however, if the name of the commenter is noted, it will be included and attributed to their comments.

Lastly, anyone wishing to do so may send an e-mail comment to the Facilitator (janice@flashresolutions.com) within a week of the meeting and those comments, too, will be included in the Report of Proceedings.

All Reports of Proceedings with exhibits, Meeting Guidelines and Public Comment Guidelines can be found on the SFWMD website at:

INTRODUCTIONS: "GETTING TO KNOW YOU"

The Facilitator led the members of the stakeholder group in an exercise designed to help members get to know one another. She handed out a document containing a "shield" (Exhibit D) with questions for members to answer about themselves. After giving members a short period of time to answer the questions independently, Ms. Fleischer paired members and instructed them to share the information about themselves with their partner. Once the partners had introduced themselves to each other, they were asked to introduce their partner to the full group.

LAWS, RULES AND REALITIES

As an introduction to the presentations on the background of the South Florida Water Management District and the Florida Government in the Sunshine Law, the Facilitator reminded members there are always realities involved in any group process. She told members they had been asked to be a part of this process due to their positions as leaders for their constituency. She explained that each member's input is valuable to the SFWMD and the District is committed to using as much of their recommendations/suggestions as possible as they develop the long term conservation plan which is the subject of these meetings. She explained this group is advisory to the SFWMD; while the District will use as much of their input as possible, not all recommendations may be able to be used or followed.

Ms. Fleischer told members they will see each iteration of the Plan as it is developed and will be given an opportunity to advise on its refinement and revisions. She explained this meeting is the beginning; it is the foundation setting for the first draft of the Plan. As a member of this group there is a responsibility to read each iteration and be ready to comment at the meetings.

Following these instructions by the Facilitator, members received two short presentations:

Mark Elsner, Director, Implementation Division delivered the first presentation on the SFWMD: Flexibility and Limitations (Exhibit E). Members were told they would be provided information on the conservation permitting requirements and any other regulations regarding conservation prior to the next meeting.

Following Mr. Elsner's presentation, Members made the following comments and asked the following questions:

1. Slide 3; what is being used today?
 - a. Statewide we use about 7 BGD
2. \$400K funded for FY2008
 - a. Runs about that for the last 4-5 years
3. Southwest Florida WMD giving \$9 M annually toward water conservation
 - a. What is being done with those dollars?
4. Any water uses exempt from permitting?
 - a. Residential or duplex
5. \$400K for the Water Savings Incentive Program (WSIP), is it adequate?
 - a. Seems to be so far
 - b. There is a large outreach program; that is how people find out about the SIP program
6. SIP: I hope this group makes recommendations to this program; it currently is only a reimbursement program; so if you don't have the money you can't get it done.

7. Entities must be ready to go before they are funded since projects must be completed within the fiscal year.
8. Projects are limited to a maximum of \$50K or up to 50% of the project amount; WaterSIP tries to fund as many projects as possible.

The second presentation was on the Florida Government in the Sunshine Law given by Frank Bartolone, Esq. (Exhibit F).

BREAK

At this point in the meeting, members took a short break.

PUBLIC COMMENT

Public comment was then invited.

Two (2) members of the public addressed the Council:

Thaddeus Hamilton, Chair, Broward Soil and Water Conservation District

Patrick Hayes

Members of the public are strongly encouraged to submit their comments in writing on the comment cards provided at each meeting or email the Facilitator; Janice Fleischer (janice@flashresolutions.com) within the first week following the meeting and those comments will be included in the Report.

For Public Comment Guidelines copies of all Reports and exhibits and other important documents/exhibits, see the SFWMD website at:

https://my.sfwmd.gov/portal/page?_pageid=3034,20240111,3034_20194619&_dad=portal&_schema=PORTAL

SWOT EXERCISE (STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS)

Stakeholder members began their substantive work with an exercise designed to identify the strengths (S), weaknesses (W), opportunities (O), and threats (T) of and to a long term conservation plan. Each member was given a post it note pad and instructed to write their S, W, O, or Ts, one idea per note. The lists below is a transcript of the results of that exercise.

STRENGTHS

- Funding
- Resource conservation
- Consistent available water supply
- Current public awareness of issue
- Partnerships
- Protect environment
- Easy to communicate
- Abundant summer rainfall
- We have resources to implement
- Common purpose
- Conservation as a mutual priority
- 16 county regulatory authority
- Cooperation
- Expertise
- Collaboration

- Lots of room for improvement
- Sustain economy
- Renewal water sources and purification through storage
- BMP enactment for fertilizer runoff
- Public/political environment for conservation ? action
- Determination
- Great conservation summit group
- Culture becoming more aware of threats to the environment
- Wise use can improve operating costs
- Public/private willing to act
- Powerful SFWMD with \$
- New groups and associations that will work toward change
- Large representation
- Role model to community or neighbors
- Technology & systems exist today to implement
- Many ideas have no cost \$
- Well defined public need/purpose
- Need to conserve
- Promotes green space -agriculture -natural lands
- Factual
- Affects everyone
- Availability of water saving fixtures

WEAKNESSES

- Funding (lack of) (4)
- Cost of water is too cheap to place appropriate value on conservation
- Lack of funding to change habits
- Public does not recognize water as a utility
- Wide spread education programs not in place
- Non-compliance
- No adequate source of funding
- Not consistent regulation in 16 county watershed
- Limited resources
- Tendency to put on back burner with no drought
- Lack incentives
- Lack of uniformity in conservation plan requirements (Basis Of Review for Water Use)
- Focus not always on source
- Reduces land development options
- Lack of unit consumption (??) Guides users can benchmark their consumption against
- Lack of accurate water use metering
- Limited authority
- No oversight of sprinkler irrigation efficiency
- Competitive
- Mindset change
- Benefits not obvious
- Proper funding for conservation programs
- Storage of resources - amount of land needed and cost
- Negative perception of reclaimed water
- How to get the people companies involved
- Conflicting laws
- Existing wasteful uses
- Lack of creativity

- LEED certification does not give enough points for water conservation
- Enforcement
- Limited SIP funds (reimbursement more difficult for some)
- Multi-cultural communication messaging *Must
- Lack storage
- Lack of re-use infrastructure in LEC
- SFWMD @ staid regulatory group
- Sunshine law
- Incentive programs not strong enough or publicized
- Cost of implementation or investment in new infrastructure
- Lack of interest
- Municipal non-participation in enforcement
- Lack of uniform (expensive!) water rates
- Complexity of existing regulations
- Unintended consequences
- Prevalent thinking - "I can do it"
- "My neighbor doesn't do it"
- Perceived adverse impact
- Permit of private wells
- Lack of enforcement
- Lack of qualified land irrigation system workers/managers
- Political/public will to implement tough measures
- Lack of R&D enough \$ being invested in systems/ technology
- District media campaigns are too general/ feel good messages that do not demand water user action
- Must be ongoing not flash in the pan
- Water storage land available inability of SFWMD to incentive "LID" Low Impact Design
- Complacent public - unavailable information

OPPORTUNITIES

- Utilization of Floridan Aquifer
- Guide for responsible growth planning
- The public is aware more than ever water is limited and may be ready to reduce water consumption if asked properly.
- Water conservation has least environmental, financial and societal impact (tearing up roads) and most cost effective.
- Tidal release
- Reclaimed water
- Multiple agency coordination
- Drought (3)
- Reserve land for storage purposes
- Availability of "thirsty" landscape plants
- Benchmarking
- Culture of waste
- Education - public, companies
- New technology
- Forge relationships
- Promote LEED certification of new construction
- Appealing landscape alternatives (style, curb appeal)
- Broad stakeholder interest
- Green momentum

- Incentivized program
- Cooperation
- Irrigation technology
- More use of effluent and installation of infrastructure
- Improvement of equipment that disperse water - irrigation methods (types)
- Recognizing Conserve Florida as the tool to best assist utilities in developing a plan
- Preserve for future
- Partnership on conservation home audits
- Sustainability
- Behavioral change
- Improve environment for all
- Energy production associated with storage
- Multiple district planning
- For SFWMD to require Conserve Florida as the tool to develop plans
- Public education (2)
- Incentives
- Great xeriscape plants and design
- Use of CDDs [Community Development Districts]
- Industry partnerships can be developed
- Change opinions
- Get legislature to recognize conservation as an alternative water supply
- Pricing
- Community colleges and trade groups could provide land irrigation training programs
- Significant local precipitation
- Private and public investments to water quality / devices
- Technology development that can be used worldwide in drought stricken climates
- SIP funding
- Public benefit
- Surface water management
- CIP comp plan linkages
- Need to encourage new technology for tomorrow's conservation
- World-wide role model
- More delivery modes
- Educate consumer to conservation practices – FL Yards and Neighborhoods
- Ability to empower public to make changes
- Innovate utility providers
- Another option for agriculture 'farm water'
- Desalination
- New technologies such as internet can provide relative water consumption information and identify exceedances/equipment problems/leaks
- Alternative source, horizontal wells
- Recognize true value of water
- Industry and professional non profits exist that can help conserve water if engaged by District
- Opportunity to leave a legacy
- Make changes to Florida building code for high efficiency fixtures/appliances
- Reverse osmosis plants and brackish water
- Xeriscapes save water and provide more plant diversity in the landscape – more interesting, benefits wildlife-food and cover

THREATS

- I need to protect my investment
- Public attitude
- Drought
- Quicker/continued drought conditions
- Demise of Florida ecology
- Resistant to change
- Inflexible positions
- Climate change
- Requires action
- Population growth
- Unforeseen impacts
- Funding
- Legacy/old ways of thinking tough to break
- Unfair water use restriction rules
- Over reliance by agencies
- Focus so much on one side of equation
- Inflexible application
- Lack of appropriate funding
- Budget constraints
- Penalize or marginalize some user groups
- Lack of storage
- Conflicting laws
- Need to implement programs
- Funding
- Many competing demands for water
- Short term memory
- Forgotten when rain comes
- Inequity
- Population increase
- Public apathy (2)
- Confusion of drought vs. conservation
- "Market" perception of Florida as coconut palms and hibiscus
- Over development (2)
- Disincentives
- Sale of farms and pasture lands
- Continued growth
- Implementation costs
- Across the board percentage irrigation water reduction requirements adversely impact those who use water efficiently
- Public confusion/ apathy
- Transient population
- Resident buy-in to ideas
- Must be incentive based to work, not enforcement based
- Weather extremes
- Economic impacts
- Public acceptance
- Local governments ignore plan when approving new development
- Utilities, utility engineers are focused on meeting water demands; paradigm shift needed to move this group to conservation

A PARADIGM SHIFT: STEP ONE: VISIONING FOR 2020

Following the SWOT exercise, the Facilitator explained in order to develop a Plan, one must first have a vision of where one wants to go. She explained that a vision should be an ideal and unique image of the future, it should be:

- Oriented toward the future
- Strong image of what the future will be like
- Must appear to be possible, not a pipe dream
- Unique

It should have the following elements: idealistic, from the heart, authentic and extraordinary.

Ms. Fleischer told members they would be developing a vision for the year 2020. To begin this process, members were led through an exercise to identify the values they considered “core” to their plan. Ms. Fleischer directed members to their packets for definition of a “value”: a principle, standard, or quality considered worthwhile or desirable. Members then brainstormed a list of values. Once all values were listed, they were then combined and culled. At the end of this refinement process, members were each given five (5) “dots” to be placed one by each of the five values they considered “core”. The results of this listing and exercise are reflected in the table below.

CORE VALUES DEVELOPMENT

VALUE	COMBINED WITH?	NO OF DOTS	CORE VALUE?
1. Resource based		4	
2. Acceptable		0	
3. Fair	Combined with Equitable (#5)		
4. Innovative	Combined with Creative (#19)	4	
5. Equitable	Combined with Fair (#3)	8	✓
6. Sustainable		15	✓
7. Enforcement		0	
8. Affordable	Combined with Cost effective (#22)		
9. Environmentally protective		9	✓
10. Technologically maximized		1	
11. Incentive based		3	
12. Scaleable		0	
13. Actionable	Combined with Implementable (#21)		
14. Simple		2	
15. Enhanced		0	
16. Measurable		10	✓
17. Embraced	Combined with loveable (#29)	2	
18. Consistent		0	
19. Creative	Combined with (#4) Innovative	n/a	
20. Beneficial		3	

21. Implementable	Combined with (#13) Actionable	1	
22. Cost effective	Combined with Affordable (#8)	5	
23. Understandable		0	
24. Inspirational	Combined with (#25) visionary	n/a	
25. Visionary	Combined with (#24) Inspirational	0	
26. Wise		0	
27. Model	Combined with (#28) award winning	0	
28. Award winning	Combined with (#27) Model	n/a	
29. Loveable	Combined with (#17) Embraced	n/a	
30. Unique		0	
31. Educational		0	
32. Supportive		0	
33. Honest		0	
34. Broad based		3	
35. Science based		11	✓
36. Goal based		9	✓
37. Specific		0	
38. Management Friendly		1	
39. Generational		0	
40. Adaptable		4	

The core values identified were:

- Sustainable
- Science based
- Measurable
- Goal based
- Environmentally protective
- Equitable

Comments by members on the core values and their meanings:

1. Sustainable
 - a. Protective of resources
 - b. Generational: for future generations, keeps going on
 - c. Funding must be continuous
 - d. In perpetuity
 - e. A legacy

2. Science based
 - a. Peer reviewed
 - b. Technical foundation
 - c. Not emotionally driven
 - d. Objective
 - e. If science based then the plan should stick with the intent and the science
 - f. Not politically influenced

3. Measurable
 - a. Quantifiable
 - b. Valid
 - c. Consistent
 - d. Comparative

4. Goal Based
 - a. Look to #3
 - b. Certain initiatives would have a goal but are not measurable
 - c. Achievable
 - d. Milestones
 - e. Expected results
 - f. Schedule
 - g. Target

5. Environmentally protective
 - a. No negative impact on environmental (and other) systems
 - b. Positive impact on environmental systems
 - c. Focused on the environmental aspects
 - d. Diversification

6. Equitable
 - a. Share the pain
 - b. Cost effective
 - c. Consistent
 - d. Distribution of costs
 - e. Distribution of benefits
 - f. Return on investments
 - g. Value added
 - h. Rewards
 - i. Non-discriminatory
 - i. Time
 - ii. Socio-economic
 - iii. Water users

VISION DRAFTS: SMALL GROUP EXERCISE (working lunch)

At the conclusion of the core value exercise, members were divided into three small groups and given a Vision Statement drafting worksheet (**Exhibit G**). The Facilitator instructed members to work in their small groups; each group was to develop a draft Vision Statement for the long term conservation plan. Members worked through lunch. The three draft vision statements are reflected below. They will be taken by the writing staff of the SFWMD and combined into one Vision which will be brought back to the stakeholders for refinement (if necessary) at the next meeting.

Small Group Drafted Vision Statements:

Group 1

Our vision is to create a goal-based environmentally protective water conservation ethic. Measurable science-based goals that are both equitable and sustainable have created a conservation ethic that is now part of South Florida's lifestyle.

Group 2

The South Florida Water Management District's water conservation provides a model to aid in providing sustainable water resources in Florida. The program provides a cultural shift where business, government and residents are fully engaged in providing for the water needs of the community and adjacent natural systems. These efforts cultivate an informed public that embraces the need for efficient water use and the value of investing in Florida's future. The program success is the direct result of a goal-based and measurable program built upon a strong technical foundation.

Group 3

The South Florida Water Management District has implemented an equitable water conservation program on a District-wide level. This program eliminates wasteful uses and incorporates sustainable methods which are supported by scientific principles. These measurable goals are both environmentally protective and socially embraced.

PUBLIC COMMENT

Public commented was invited. No one commented.

ISSUE GENERATION EXERCISE AND GROUPINGS/PLENARY DISCUSSION/GOAL STATEMENTS/OBJECTIVES DEVELOPMENT

The last set of exercises for the day was designed to: identify the issues (problems) regarding water conservation, identify goal groups for the plan, begin drafting goal statements, and draft initial objectives for the goals identified. Prior to beginning this process, the Facilitator directed members to their packets for a list of definitions (**Exhibit H**). Members listed all issues (brainstorming), then placed them into "affinity" groupings which became the goal groups. The Facilitator had the members draft initial goal statements for each of the goals. Members once again broke into small groups to refine the goal statements and begin discussing objectives to resolve the issues and reach the goals. The results of these exercises are reflected below.

Goal discussion: ENFORCEMENT

Draft Goal :A combined coordinated overall compliance policy that involves those entities empowered with enforcement capabilities.

Commentary:

1. Need a practical way to enforce rules/regs
2. what does "combined", "coordinated" and "overall" mean
3. multi jurisdictional
4. Add "cooperative"
5. New vision is that South Florida comes up with the funds to do this themselves
6. Entities do not have the appropriate staff to implement enforcement
7. Penalties, when enforcement is realistic, pay for the enforcement
8. Do we change the enforcement mechanism that we are using today?
9. Metered or some other method
10. We need more information about some of these issues
11. We need a clear understanding of what is available to us in terms of enforcement
12. North and around the lake are very different, what they do with lower east and west coast are also very different
13. Make a list of know and don't know

14. the rules are clear but the implementation is up to each local government to enforce
15. there is an expectation on the public side that if they bring violations to the attention of the entity, it will be enforced, this is not the real case
16. We should establish a permanent situation
17. Stop disincentives, lots of variations to how local governments enforce
18. Enforcement is thought of as a negative; don't call it enforcement, make it incentives so folks want to do the right thing
19. Is it all too big to enforce; we need it not as a restriction but as the way of life
20. But we still need penalties for non-compliance
21. Our residents are transient; how do we build a culture of compliance?

OBJECTIVES discussion: ENFORCEMENT Goal

Goal Statement revised: Develop a comprehensive ~~A combined-coordinated-overall~~ compliance policy that engages ~~involves~~ those entities empowered with enforcement capabilities.

Issues

1. Enforcement of non compliant users
2. Regulatory abyss
3. Mandates to use flow restriction devices
4. Enforcement costs
5. *Gave this issue away to another group*
6. Enforcement
7. Consistent regulatory enforcement
8. District rules need to mesh with other agency rules (ex: department of health)
9. Where to focus efforts for maximum benefit
10. *Gave this issue away to another group*
11. Compliance
12. Enforcement of regulations
13. *Gave this issue away to another group*
14. *Gave this issue away to another group*
15. Utilities, utility engineers are focused on meeting water demand; paradigm shift needed to move this group to conservation
16. District's willingness to establish uniform requirements
17. What's required?
18. No oversight of sprinkler irrigation efficiency
19. No or little verification that irrigation systems have been properly installed
20. Measurement standards and goals
21. Lack of accurate water use metering
22. Implementation of home audits for water conservation currently difficult
23. Effective?
24. Complexity of the issues
25. Lack of enforcement
26. Municipalities non-participating in enforcement
27. Model landscape ordinances/local government

Definition: **Enforcement** is being defined in its broad sense, not only as correction of a non-compliant situation.

Objective 1: Design professionals shall certify to the regulatory agency that a project design and its construction meets all applicable water conservation design standards. (Issues: 3, 6, 7, 9, 11, 12, 17, 18, 19, 23, 25)

Objective 2: Establish buy in from the local governments to ensure that rules are properly enforced. (1, 2, 4, 6, 7, 11, 12, 20, 21, 25, 26, 27)

See EPA and DEP and other water user BMP guidelines for green industries, golf courses, nurseries, forestry, etc.

Objective 3: Provide an incentive from the WMD to local governments and utilities to establish, manage and enforce the districts consumption requirements. (4, 9, 11, 12, 18, 20, 25,26)

Objective 4: District needs to enforce its water conservation regulations. (1, 2, 3, 6, 7, 11, 12, 16, 18, 25, 26)

Suggested Objective- but not adopted: Water consumption needs to be accurately measured and monitored by the district and all water users.

Concerns were about the fact that there are no limits on how much water residents are allowed to use so not accepted yet as an objective, left here for writers to consider how to incorporate.

Goal discussion: ENVIRONMENT

Draft Goal: Creating a pro active water conservation plan that provides sufficient water to protect and enhance the environment and satisfy future water demands for all users.

1. Two ideas going on: everglades restoration and the everglades as a user
2. Most of the biggest users is the lawn is another idea
3. Lawns are an easier idea to tackle
4. whole environment: non-urban and urban environment; one is yards and the other is open environment
5. maybe this is broken into sub groups
6. more than two issues: everglades restoration, everglades as a user, the district is very big and saving the ground water needs to be in the equation
7. water quality and water quantity are both issues; equal consideration should be given to both
8. To do this we need to classify conservation as an alternative water supply source.
9. Environment has many sub areas
 - a. We need to identify the subsets
10. Lack of understanding of how the hydrology of how our ecosystem functions and how our water use impacts this ecosystem
11. Landscape BMP themselves for conservation and water quality improvements
12. Any new approaches have consequential measures that may impact the environment
13. Does surface water retention have to do with this?
 - a. Yes, so we need to think about how retention impacts flooding problems
14. If you discuss flooding, you need to think about storage/retention as well and the balance between the two
15. Discharges
16. Presentation on storm events and how WMD takes care of it, need more public information
17. There is a disconnect in reactions between WMDs, ACOE, and
18. Holistic approach to site design

OBJECTIVES discussion: ENVIRONMENT GOAL

Goal Statement Revised: Create a pro active water conservation plan that ensures an equitable supply of water that protects and enhances the health of the ecosystem and satisfies future water demands.

Issues:

1. SMART GROWTH is not institutionalized
2. Tidal release
3. Reclaimed water
4. Green lawns
5. Environmental aesthetics
6. Green vs. Xeriscape landscaping/aesthetics
7. Converting existing landscapes and water thrifty landscapes
8. Water thrifty plant availability
9. Home owner's associations landscape/lawn requirements
10. Water retention
11. Flood control vs. Water retention
12. Xeriscapes save water and provide more plant diversity in the landscape- more interesting; benefits wildlife: food and cover
13. Consistent with everglades restoration
14. Environmental enhancements
15. Development (hard surfaces) prevent aquifer recharge

Objective 1: Municipalities will expand and install reuse water systems. (1, 3, 4, 5, 6, 7, 9, 14)

Objective 2: Promoting Florida friendly landscaping.

Objective 3: District ensures that all plans are consistent with Everglades restoration. (CERP)

Goal discussion: EDUCATION/MARKETING/CHANGE

Draft goal: Educate the Florida populace to their environmental, economic and social responsibility and promote the State of Florida as a conservation friendly place and make the necessary legislative changes.

1. Thousands of people are moving here every day
2. Need to change the entire culture/concept
3. Our kindergarteners will graduate in 2020; we need educate at all levels and ages
4. Give people proper tools to be successful
5. Give suppliers access to folks and vice versa
6. Inform on what is out there; demonstrations
7. Producers should only be able to manufacture/distribute environmentally sound and water efficient products
8. Make incentives for people to make use of the higher standard products
9. Market and promote the State of Florida as a conservation friendly place; thousands of people are moving here every day
10. All the above is nice, but you won't get people to do this voluntarily; you need a "hammer", legislation, law, fines that mandates the better products

OBJECTIVES discussion: EDUCATION GOAL

No change in goal statement: *Educate the Florida populace to their environmental, economic and social responsibility and promote the State of Florida as a conservation friendly place and make the necessary legislative changes.*

Issues: *Facilitator's note: if number is blank, then that issue did not exist in this group; members may have felt that issue belonged in another goal group and gave it away*

1. blank
2. marketing

3. growth and land use
 - a. what is definition of “non-essential”
4. need
5. lack of knowledge on how long and how frequently people should irrigate
 - a. things change
6. confusion of drought vs. conservation
7. ethic vs. drought
8. acceptance
9. politicians lack of vision
10. cynical folks who won’t work on solutions
11. blank
12. maintaining during high rainfall
13. widespread acceptance
14. public buy-in
15. public need to buy in
16. the “true value” of conservation is not fully quantified
17. effectiveness
18. public education
19. how to change the “users” mindset about the cost of water
20. blank
21. blank
22. general public expects current levels of landscape
23. change
24. public education
25. education-public; compliance
26. resistance to change
27. sacrifice
28. complexity of existing regulations
29. blank
30. what technology solutions to use
31. regional acceptance that economical water is limited and conservation and alternative water supplies are required
32. seasonal changes; weather; population
33. seasonal residents
34. what is the “right thing”
35. wide spread education programs not in place
36. get legislature to recognize conservation as an alternative water source (AWS)
37. how to sustain conservation during high rain cycles
38. blank
39. public attitude
40. attitude change
41. public apathy
42. blank
43. lack of qualified land irrigation workers/managers
44. educating consumers to partner with conservation movement
45. balanced education about conservation
46. most people do not know how to start saving water or that they even need to
47. district media campaigns are too general/feel good messages that do not demand water war action
48. available information on how to be more water efficient using resource materials and “how to” guides for where to purchase products

OBJECTIVE 1:

Institute educational conservation programs in public schools and educate legislature, local governments and businesses on benefits of statewide water conservation efforts to create a conscious for conservation for future generations. (1, 25, 36, 44, 24, 18, 35, 46, 28, 12, 32, 17, 9)

OBJECTIVE 2:

Train targeted stakeholders (e.g. turf and landscape industries, plumbing, general contractors, educators, HVAC) to implement the necessary conservation changes (best management practices) required to achieve our goals.

Action Step: Partnering with trade schools, service industries to provide water conservation certifications to professionals.
(43, 30, 45, 3)

OBJECTIVE 3:

Institute an effective social marketing campaign that inspires an enduring water conservation ethic and educates the general public on the necessity and benefits of water conservation.
(41, 39, 40, 31, 15, 33, 6, 14, 7, 2, 13, 4, 27, 34, 16, 5, 8, 38, 37, 10, 23, 14, 26, 22, 19)

Goal discussion: FINANCES

Draft Goal: *To make sure there is a sustainable source of funds to institute and implement to carry out the program/plan in a fair and equitable manner.*

1. What is the sustainable source of funds?
 - a. Where does it come from
 - b. Do we make recommendations for the appropriate range?
2. the goal is that it doesn't sunset and goes on in perpetuity
3. needs to be tied back to what the Plan is going to do
4. maybe funding needs to be adequately distributed
5. the concept must be sustainable; our goal should be to start at the beginning; do a rate structure that supports potential new programs
6. array the different sources of revenues
7. Unless conservation is considered a source of water, you can not rely on all funding from the agencies; only if conservation is given the designation that it is considered an alternative water supply source
8. Another perspective, another category of approaches of demand management to include conservation strategies and re-use
9. In order to be a source you must be able to quantify it
10. keep in mind the economic impact to the State of Florida

OBJECTIVES discussion: FINANCES GOAL

Goal Statement revised: Create a coordinated structure to provide a sustainable source of funds that will institute and implement the conservation program in a fair and equitable manner.

Issues:

1. cost
2. cost of implementation or investment in new infrastructure
3. cost of installing or expanding re-use water lines
4. funding
5. value
6. water conservation costs are difficult currently to capture in rate base
7. who pays?
8. limited SIP funds (reimbursement more difficult for some)
9. financial incentives that allow consumers to become part of the solution to conservation

10. economic impacts
11. who will pay the cost to produce new expensive water supplies (should be borne by those using more than is required using Best Management Practices- BMPs)
12. water re-use is more costly than current supplies
13. district needs to encourage conservation through incentives
14. cost allocation
15. funding for outreach programs
16. cost allocation among user groups served by utilities
17. lack of funding
18. cost allocation for growth
19. lack of funding to change habits
20. incentives
21. cost to implement
22. valuation of water
23. cost of water
24. cost of effluent distribution lines
25. economic impacts
26. across the board percentage irrigation water reduction requirements adversely impact those who use water efficiently
 - a. allocation to homes
27. feasibility
28. how to retrofit legacy systems
29. water conservation has least environmental, financial, and societal impact (tearing up roads) most cost effective
30. no adequate source of funding
31. social-economic; poor v. rich affordability of water
32. lack of incentives
33. public water utility needs should be given more consideration; balance is needed!

Discussion Comments:

- If plan to conserve water many changes need to be made at many levels. There is a cost of a number of things if going to make these changes.
- Lack of SIP funds troubling. Not enough funds going toward the problem.
- Determine the value of water conservation.
- Eliminate financial disincentives to conserving water.
- Parallels to the power provider industry.
- Make conserved water a "source".
- Make unused water a commodity.
- How do you deal with conservation and growth.
- Look to other communities (CA and UT) that have had to deal with this.

ISSUES GROUPED:

Cost (1, 4, 7, 14, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 30)

Incentives (2, 3, 8, 9, 11, 13, 15, 20, 28, 32)

Economic Impact (5, 6, 10, 12, 25, 29, 31, 33)

OBJECTIVE 1:

Create a balanced incentive program available to all user groups to conserve water.

OBJECTIVE 2:

Prioritize water conservation programs on a cost/benefit ratio basis.

OBJECTIVE 3:

The new user through an impact fee will pay for conservation.

OBJECTIVE 4:

The State of Florida should classify conservation as an alternative water supply source.

OBJECTIVE 5:

Determine unintended economic impacts on the built (operational) and natural environments from a water conservation program.

OBJECTIVE 6:

The SFWMD recognizes and bases all decisions on the fact (premise) that water conservation is the least costly and most readily available source of water and revenue.

OBJECTIVE 7:

Fairly balance the cost allocation of water conservation programs between water purchasers and water producers (ex. City of Sunrise is a producer and Town of Davie is a purchaser).

OBJECTIVE 8:

Equitably distribute the resultant savings from water conservation projects/programs among all users. (

OBJECTIVE 9:

Water conservation should not disincite the production of affordable housing or the affordability of existing housing. (

OBJECTIVE 10:

The District should encourage the utilities to develop true water conservation rates. (

OBJECTIVE 11:

Quality of life/ urban ecology needs a funding source and/or a recognizable economic value. Where is the funding coming from, where is the value from and who determines that value. (

OBJECTIVE 12:

The end user closest to the decision should be paying for the cost (Broward cities do not want to pay for Dade's).

Issues with no grouping:

1. Overall issue: responsibility
2. balancing varying interests
3. rush to do "something"
4. unintended consequences
5. development
6. growth
7. practical application
8. economic impacts; employment; tourism
9. environmental impacts
10. need to conserve
11. bad science
12. conservation as a mutual priority
13. role model to community or neighbors
14. "omnipotent" agricultural industry

NEXT STEPS

Members were told to expect to receive a first draft of the Plan prior to the next meeting and be ready to discuss and refine it.

EVALUATIONS/ADJOURN

Members were reminded to complete their Evaluations and the meeting was adjourned.

MEMBER COMMENT RECEIVED

“The Group does not have the diversity of the District-noticeable is the fact that there are no African-American members.”
